

Please amend claims 1, 2, 3, 4, 13, 14, 15, 17, 26 and 28 to appear as follows:

1. (Twice Amended) A method of developing a brand profile for a new product comprising the steps of:
providing a predetermined plurality of product attributes each representing an identifiable feature of a generic product under consideration;
placing each of said attributes in an attribute class;
thereafter, generating a preferred product brand position as a function of said product attributes, including identifying a competitive set of products, and associating each of said product attributes with a preferred competitive level with respect to said competitive set; and
generating target product characteristics as a function of said classified product attributes and said preferred product brand position, said target product characteristics representing customer-driven objectives for each of said plurality of product attributes to be incorporated into said new product.

2. (Amended) A method as recited in claim 1 wherein the step of providing a predetermined plurality of product attributes comprises the steps of providing a plurality of summary attributes and a clarifying definition for each of said summary attributes, said clarifying definition providing a relationship between each of said product attributes and the type of product under development.

3. (Amended) A method as recited in claim 1 wherein the step of providing a predetermined plurality of product attributes includes the step of providing a detailed definition for each of said product attributes, each of said detailed definitions providing a context for each attribute as it relates to the product under development.

4. (Amended) A method as recited in claim 1 wherein the step of placing each of said attributes in an attribute class includes the step of placing each attribute in one of three classes wherein said first class represents attributes which differentiate the product from competing products, said second class represents important attributes, but which do not differentiate the new product from competing products, and said third class represents otherwise desirable product attributes.

13. (Twice Amended) A method of developing a brand profile for a new automotive vehicle comprising the steps of:

providing a plurality of vehicle attributes, said plurality including at least attributes from each of the following groups of vehicle characteristics: usage experience, driving experience, and design;

placing each of said attributes in an attribute class;

thereafter, generating a preferred vehicle brand position as a function of said vehicle attributes including

identifying a competitive set of products, and associating each of said vehicle attributes with a preferred competitive level with respect to said competitive set; and

generating target vehicle characteristics as a function of said vehicle attributes and said preferred vehicle brand position, said target vehicle characteristics representing customer-driven objectives for each of said plurality of vehicle attributes to be incorporated into said new automotive vehicle.

14. (Amended) A method as recited in claim 13 wherein the step of providing a plurality of vehicle attributes comprises the steps of providing a plurality of summary attributes and a clarifying definition for each of said summary attributes said clarifying definition providing further detail relating each of said vehicle attributes to a vehicle characteristic.

15. (Amended) A method as recited in claim 13 wherein the step of providing a plurality of vehicle attributes includes the step of providing a detailed definition for each of said vehicle attributes each of said detailed definitions providing a context for each attribute as it relates to the vehicle under development.

17. (Amended) A method as recited in claim 13 wherein the step of placing each of said vehicle attributes in an attribute class includes the step of placing each attribute

in one of three classes wherein said first class represents attributes which will differentiate the vehicle from competing vehicles, said second class represents important attributes, but which do not differentiate the vehicle from competing vehicles, and said third class represents otherwise desirable vehicle attributes.

26. (Amended) A method as recited in claim 19 wherein the step of ranking each of said attributes includes the step of ranking design attributes differently than usage experience attributes and driving experience attributes.

28. (Twice Amended) A method of developing a brand profile for a new automotive vehicle comprising the steps of:

providing a plurality of vehicle attributes, said plurality including at least attributes from each of the following groups of vehicle characteristics: usage experience, driving experience, and design;

placing each of said attributes in an attribute class;

providing a cross-functional product team;

providing target customer characteristics;

providing target vehicle image characteristics;

thereafter, generating a preferred vehicle brand position by said cross-functional product team as a function of said vehicle attributes, said target customer characteristics, and said target vehicle image characteristics; and

generating target vehicle objectives by said cross-functional product team as a function of said vehicle attributes and said preferred vehicle brand position, said target vehicle objectives representing customer-driven and image-driven characteristics for each of said plurality of vehicle attributes to be incorporated into said new automotive vehicle.